

## **Abstract**

The diploma thesis "Social advertising opportunities in the practice of the Czech social work" is devoted to the relatively new advertising genre for our society- the social advertising, and how social workers can now use this type of advertising in their activities. The thesis defines the concept of public service advertising, describes the history of its origin and the level of development in some countries, and also by whom and for what purposes it is mainly used. The author aims to answer the question whether PSA can be considered as one of the tools of the social work, which gives us an opportunity to draw public attention to the existing social problems, find ways to solve these problems and prevent the occurrence of new pathological phenomena. The diploma thesis also focuses on social marketing, which is closely related to social advertising and should be used for the success of any social campaign, as well as on new trends in the activities of commercial organizations. These trends are identified as Corporate Social Responsibility. The conclusion is devoted to the description of problematic aspects of social advertising and its use in the social work, and the measures that can be taken for the development of social advertising in the Czech Republic in general and specifically in the practice of social worker. The supplement provides some examples of the public service advertising mentioned in the text.